

EC'd Yes Last Received: 08/08/2012 4:52 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 884 Agency C/P1/P2/E 12/11/884 Salesperson Phone# 215-567-6005
Buyer Noelle Ramsey Flight Dates 08/15/2012 - 08/21/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	23	M	11P-1130P	30 ROCK	:30	\$250.00	08/20-08/20	1	1	1	\$250.00	
Rating: 1.8												
	24	TU	11P-1130P	30 ROCK	:30	\$250.00	08/21-08/21	1	1	1	\$250.00	
Rating: 1.8												
	25	W-F	2P-3P	STEVE WILKOS	:30	\$150.00	08/15-08/17	1	1	1	\$150.00	
	26	M-TU	2P-3P	STEVE WILKOS	:30	\$150.00	08/20-08/21	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 23 / \$10,225.00

---SALES MONTHLY TOTALS---

Aug 12: 23 / \$10,225.00
Sales Totals: 23 / \$10,225.00
Station Totals: 23 / \$10,225.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$170,417	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 4%	WVBT 6%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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